



JOB DESCRIPTION

ECONOMIC DEVELOPMENT DIRECTOR

DEFINITION

Under general direction of the City Manager, plans, organizes and implements economic development functions from conception to completion, including business retention, business attraction and incentive programs; performs a variety of responsible administrative, professional and technical tasks. Implements economic development goals and objectives for the City and Redevelopment Agency, interfaces and coordinates with the development community, local businesses and various City departments and staff.

CLASS CHARACTERISTICS

The Economic Development Director reports directly to the City Manager.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

1. Makes presentations to City Council, commissions, civic groups and the general public on economic development issues.
2. Assumes management responsibilities for all services and activities of economic development including attracting increased capital investments and expanding and diversifying employment opportunities; establishes and maintains a private/public partnership for positive long-term economic change.
3. Analyzes existing economic situations relative to business attraction and expansion; reviews modern techniques for business attraction and retention and negotiates and resolves sensitive and controversial issues; monitors program performance and periodically report status to City Manager. Must have sound technical skills.
4. Analyzes current availability of space for retail, office and industrial use.
5. Coordinates Agency economic development efforts with those of other valley communities and Riverside County.
6. Meets, confers and provides detailed information to new businesses contemplating a relocation or expansion into Rancho Mirage.
7. Collects, analyzes and compiles economic, market and demographic data for dissemination.
8. Assists with the negotiation, preparation and processing of documents and implementation of such documents as depositions and development agreements, owner participation agreements, contracts, resolutions, and requests for proposals/qualifications.
9. Serves as a resource for the public, including the development community, property owners, businesses, community organizations, and the general public. Must have customer service orientation.



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10. Manages the development and implementation of economic change through retention, expansion, attraction of commerce and light industry and the creation of incentive zones and lending programs.
11. Serves as a resource for the public, including the development community, property owners, businesses, community organizations, and the general public, negotiates and resolves significant and controversial issues; responds to and resolves difficult and sensitive citizen inquiries and complaints.
12. Initiates marketing strategies; oversees and manages an advertising program; seeks out and assists commercial and industrial prospects for business within the City.
13. Without additional compensation, employee shall perform such additional acts or duties as the City Manager shall assign.

QUALIFICATIONS/GUIDELINES

Education and/or Experience

Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for satisfactory job performance. Example combinations include a Bachelor's degree in public/business administration, urban planning, economics, marketing, finance or related field. Master's Degree desirable. Seven (7) years experience in economic development, community development or redevelopment activities in the public or private sector in the State of California.

Knowledge, Skills, and Abilities

Knowledge of operational characteristics, services and activities of an economic development program; management methods and techniques to analyze programs, policies and operational needs; marketing analysis and development; business law contract development; public administration and local government operations; and pertinent Federal, State and local laws, codes and regulations. Ability to oversee and manage the operations, services and activities of the economic development program; use sound judgment; present written and oral reports; design technically complex visual aids such as maps, tables and charts; prepare clear and concise reports; analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations; research, analyze, and evaluate new service delivery methods and techniques; interpret and apply laws and regulations; communicate clearly and concisely both orally and in writing.

SPECIAL REQUIREMENTS

Possession of, or ability to obtain, an appropriate California driver's license and a satisfactory driving record.

ESSENTIAL ELEMENTS

Physical Demands

Sitting, walking, manual dexterity, clear speech-complex, clear-seeing, and driving (car).

Stress Factors

Some pressure in making independent decisions. Ability to initiate and defend actions before the City Manager and City Council.

Work Environment

Works alone, with others, around others; verbal, face-to-face and telephone contact.



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Mental Requirements

Reading complex, writing complex, analyzing, perception/comprehension, judgment, and decision making. Ability to work with those who may have differing opinions and maintain cooperative working relationships.

Equipment

Telephone, computers, keyboards, printers, calculators, photocopiers, facsimile machines.